

ABSTRACT

The present invention provides an improved method and apparatus for selecting from among multiple upgraded media features for transmitted entertainment programs. Information regarding a plurality of different entertainment programs and a plurality of different upgraded media features associated with each entertainment program is received. A list of entertainment programs and, for each entertainment program, a plurality of different upgraded media features are displayed at a user terminal. An entertainment program selection together with one or more upgraded media feature selections from the displayed plurality are transmitted to an entertainment program provider and the selected entertainment program with the selected upgraded media features is received by the user. In one embodiment, the received and displayed information includes received information regarding costs for each of the plurality of different upgraded media features.